

Rep Order# 6856066 Ver# 1 Status New  
EC'd No

Traffic Order#

208303

Printed: 09/25/2012 8:13 AM  
Last Received: 09/25/2012 7:58 AM  
Showing Buylines: All Lines

1 of 3

Station WOTV-TV GRAND RAPIDS/KALAMAZ  
Advertiser ( ) PESTKA FOR CONGRESS  
Product PESTKA FOR CONGRESS  
Estimate# 2372  
Buyer Nathaniel Kronisch  
Phone#  
Fax#

Agency ( ) BUYING TIME  
650 MASSACHUSETTS AVE, N.W., SUITE 210  
WASHINGTON, DC 20001  
Agency C/P1/P2/E 363/365/2372  
Flight Dates 09/26/2012 - 10/02/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) IAN AMBRON  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

THIS IS A NEW POL ORDER  
TOTAL = \$1440  
PLS CONFIRM, THANKS IAN FOR KELLY

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH	6A-7A	NEWS 8 DAYBREAK	:30	\$30.00	09/27-09/27	1	1	1	\$30.00 ✓	
	2	F	6A-7A	NEWS 8 DAYBREAK	:30	\$30.00	09/28-09/28	1	1	1	\$30.00 ✓	
	3	M	6A-7A	NEWS 8 DAYBREAK	:30	\$30.00	10/01-10/01	1	1	1	\$30.00 ✓	
	4	TU	6A-7A	NEWS 8 DAYBREAK	:30	\$30.00	10/02-10/02	1	1	1	\$30.00 ✓	
	5	W	7A-9A	GMA	:30	\$50.00	09/26-09/26	1	1	1	\$50.00 ✓	
	6	TH	7A-9A	GMA	:30	\$50.00	09/27-09/27	1	1	1	\$50.00 ✓	
	7	M	7A-9A	GMA	:30	\$50.00	10/01-10/01	1	1	1	\$50.00 ✓	
	8	TU	7A-9A	GMA	:30	\$50.00	10/02-10/02	1	1	1	\$50.00 ✓	
	9	F	9A-10A	TRISHA GODDARD	:30	\$20.00	09/28-09/28	1	1	1	\$20.00 ✓	
	10	TU	4P-5P	THE DOCTORS	:30	\$25.00	10/02-10/02	1	1	1	\$25.00 ✓	
	11	W	6P-630P	NEWS 8 AT 6PM	:30	\$75.00	09/26-09/26	1	1	1	\$75.00 ✓	
	12	F	6P-630P	NEWS 8 AT 6PM	:30	\$75.00	09/28-09/28	1	1	1	\$75.00 ✓	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	13	M	6P-630P	NEWS 8 AT 6PM	:30	\$75.00	10/01-10/01	1	1	1	\$75.00	
	14	M	8P-10P	DANCING W/ STARS	:30	\$500.00	10/01-10/01	1	1	1	\$500.00	
	15	SA	8A-9A	GOOD MORNING AMERICA	:30	\$500.00	09/29-09/29	1	1	1	\$500.00	
	16	SU	8A-9A	GOOD MORNING AMERICA	:30	\$50.00	09/30-09/30	1	1	1	\$50.00	
	17	SU	9A-10A	THIS WEEK	:30	\$75.00	09/30-09/30	1	1	1	\$75.00	
	18	SU	6P-630P	SUNDAY 6P NEWS	:30	\$100.00	09/30-09/30	1	1	1	\$100.00	
	19	SU	630P-7P	SUNDAY 6P NEWS	:30	\$75.00	09/30-09/30	1	1	1	\$75.00	

---REPORT TOTALS---

Report Totals: 19 / \$1,440.00

---SALES MONTHLY TOTALS---

Sep 12: 12 / \$680.00 Oct 12: 7 / \$760.00  
Sales Totals: 19 / \$1,440.00  
Station Totals: 19 / \$1,440.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$81,356  
CATV 0% WOOD 37% WOTV 1% WWMT 32% WXMI 10%  
WXSP 0% WZPX 0% WZZM 17%

Books null  
Demos RA35+

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--- CREDIT RISK ---  
CASH IN ADVANCE